



Policies That Kick Butt

"I have seen firsthand the difference that sports and tobacco-free health have made in the lives of children and adults who participate in the Special Olympics. Our organization provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with mental retardation, giving them opportunities to develop physical fitness, demonstrate courage, and experience joy. Through these games, they also share their gifts, skills, and friendships with their families, other Special Olympics athletes, and the community. We have a strict 'no tobacco and no alcoholic beverages' policy. The Special Olympics name, symbol, and logo cannot be publicly or visibly connected with the name or trademark of a tobacco product or alcoholic beverage or with any of these products' manufacturers or distributors. We allow no tobacco or alcoholic beverages at any of our athlete training or competitions. This is beyond statistics. It is about enhancing fitness and wellness in our youth."

—Annette K. Lynch
Vice President, Sports Development and Education
Special Olympics Maryland

POLICIES THAT KICK BUTT

Here are some examples of tobacco-free sports policies:

**The Spirit of Health, Tobacco-Free Youth Soccer Project
Health Education Council
Sacramento, California
(916) 556-3344**

Staff with the Spirit of Health, Tobacco-Free Youth Soccer Project collaborate with soccer and Little League Baseball groups at the grassroots and association levels to promote the adoption of tobacco-free policies throughout California.

- They give information about tobacco-free policies to parents, coaches, and referees at soccer coaching clinics, annual equipment shows, and soccer games and tournaments.
- They offer technical assistance to soccer associations and other organizations interested in adopting tobacco-free policies.
- They give “No Smoking” signs to schools, parks, and recreation departments for display at local playing fields.

- They publish articles about preventing tobacco use and place related ads in newspapers, newsletters, and local tournament programs.
- They reinforce tobacco-free policies by hosting promotional activities at Knights, Galaxy, and Clash home games and by giving teams and leagues the council’s T-shirts, water bottles, pennants, sports bags, and beverage coolers bearing the tobacco-free soccer message.

One of the many collaborators in this project is the California Youth Soccer Association, which has a policy on tobacco use that goes beyond discouraging kids from using tobacco. It also aims to educate all people attending their games about the dangers of tobacco and to eliminate the mixed messages that children receive through tobacco advertising and its association with sporting events. (See California Youth Soccer Association policy, page 8.)

World-class tandem cyclists Pam Fernandes and Al Whaley earned the first gold medal ever won by a US tandem team in Paralympic history at the 2000 Paralympic Games, where tobacco-free policies were successful. While in Sydney, they also set a new world record and earned a silver medal. Ms. Fernandes, who is blind, began cycling as a way to get in shape after undergoing more than 30 surgeries related to her diabetes. She now uses her celebrity status to raise awareness about diabetes. Mr. Whaley mentors young riders and has spoken out against drug use for the Boys & Girls Clubs of America. Both cyclists encourage youth to lead healthy, active, tobacco-free lives. Photo by Mike Gladu.



**Ban on Tobacco Use at
Recreation Council Activities
Carroll County Department of
Enterprise and Recreation
Services
Carroll County, Maryland
(888) 302-8978**

This policy evolved from a mother's concern over her daughter's severe asthma attacks, which were triggered by secondhand smoke at the girl's soccer games. The policy, the first of its kind in the state of Maryland, attracted a flurry of national media attention—most of it good for the tobacco-free movement. The 12-year-old soccer star played on four county soccer teams. Her mother convinced all 18 of the county's recreation councils to support a ban on any form of tobacco use at all games they sponsor. The policy, which won unanimous support from county commissioners, prohibits the use of tobacco products—including cigarettes, cigars, pipes, chewing tobacco, and snuff—within 50 yards of a public or private playing field in Carroll County when children are playing organized sports. About 24,000 Carroll County children are involved in recreation council sports. Carroll County recreation officials are now sharing their policy with other interested leagues. (See Carroll County policy, page 7.)

**Smoke-Free Kids and
Soccer Program
Partnership for a Tobacco-Free
Maine and United Soccer
Federation of Maine
Augusta, Maine
(207) 990-0662**

The United Soccer Federation of Maine aims to eliminate the mixed messages that youth sometimes receive from coaches, players, and others who are role models. Soccer Maine asks its member clubs to formally adopt and support a tobacco-free policy that goes far beyond banning smoking at games:

- The participating soccer clubs ban tobacco use by all persons during games, practices, and other club- or team-sponsored activities.
- They ban the sale of tobacco look-alike candy at league games and tournaments.
- A dress code prohibits coaches, players, and others from wearing shirts, hats, and other gear bearing tobacco logos at games, practices, and other club- or team-sponsored activities.
- Soccer clubs support the efforts of staff, volunteers, and players who are trying to quit or reduce their use of tobacco around the team. This support includes referrals to cessation services.
- The clubs sign a resolution to support the Smoke-Free Kids and Soccer lifestyle by placing the program's logo on team uniforms; encouraging coaches to promote an active, healthy, tobacco-free lifestyle among players; and encouraging coaches to follow through with one or more of the youth activities from *The Tobacco-Free Athletes Coaches' Handbook*.

**Tobacco-Free Youth Recreation
Association for Nonsmokers—
Minnesota
St. Paul, Minnesota
(651) 646-3005**

Minnesota's Tobacco-Free Youth Recreation (TFYR) program promotes its "no use or possession" tobacco policy to community-based, organized recreation programs serving youth between the ages of 12 and 17. TFYR aims to change social norms behind tobacco use and send the message that adults care about youth's health and want them to remain tobacco-free. The program is based on the belief that most youth participate in organized out-of-school recreation activities where they spend time with their favorite adults and teens—who also happen to be their role models. During these activities, many young people develop attitudes and make important decisions about lifestyle. If tobacco use is subtly promoted by program leaders using it on the sidelines or carrying it in their back pocket, anti-tobacco messages are drowned out by the "do as I say, not as I do" conflict.

To counter these subtle messages, TFYR encourages recreation program leaders, parents, and other teens to promote positive health messages to youth. The program also pushes for the creation of Tobacco-Free Zones—recreation areas or facilities where the tobacco-free policy is in effect and strongly supported by youth as well as parents, coaches, trainers, staff of organized recreation programs, and all others present at youth recreation events. The TFYR model policy is located at www.ansrmn.org. (See TFYR flyer, page 10.)

**Smoking Ordinance
City Commission
Weston, Florida
(954) 385-2000**

The City of Weston recently adopted an ordinance that bans smoking within city government buildings, outside these building, within 50 feet of the entrances, and within any park owned, controlled, or operated by the city. The park ban prohibits smoking on or within 100 feet of any playing field, court, rink, playground, bleacher area, dugout, team seating area, concession area, or restroom.



Chinese soccer star and Olympic medalist Sun Wen won the Golden Ball (top player) and Golden Boot (top scorer) for her performance in the 1999 Women's World Cup, which was a tobacco-free event. She also helped lead the Chinese National Team to multiple Asian Cup titles and was voted Co-Player of the Century by the Fédération Internationale de Football Association. Photo courtesy of *Women's Soccer World*.

**Tobacco-Free Policies
New Hampshire Department
of Health
Concord, New Hampshire
(603) 271-6892**

Health department staff work with many partners—including the New Hampshire Soccer Association, New Hampshire Alpine Racing Association, and New Hampshire Nordic Association—to educate kids, parents, and coaches about the importance of being tobacco-free. As a result, the soccer club in Manchester, New Hampshire, a soccer league on the Seacoast, most indoor soccer facilities in the state, and the New Hampshire Alpine Racing Association are all tobacco-free.

**No Smoking Policies for
Outdoor Events
Dental Health Foundation
Twain Harte, California
(209) 586-0183**

The Dental Health Foundation has worked with community partners throughout the state to establish no smoking policies for outdoor events that attract kids. As a result, smoking is now restricted at Raley Field in Sacramento, all California High School Rodeo Association events, the California State Fair (Cal Expo), 12 county fairs, as well as Disneyland Resort. The policies vary—several of them ban any form of tobacco use, some allow smoking in designated areas, and a few prohibit tobacco-related sponsorships.

**Youth Sports Initiative
Tobacco Control Program, Rhode
Island Department of Health
Providence, Rhode Island
(401) 222-3293**

The Youth Sports Initiative is an intervention that tackles tobacco use from various perspectives, including advocacy for tobacco-free policies. Health department staff have teamed up with the American Lung Association of Rhode Island and the Rhode Island Recreation and Parks Association to develop an action kit that includes model policy statements and town ordinances, along with basic information about the program, tips on organizing your community to be tobacco-free, media advocacy tips, and a list of national sports resources. (Also see *Materials That Score*, page 43; *City of Newport* policy, page 9.)

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410-386-2103 • 1-888-302-8978
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Department of Enterprise
& Recreation Services
Gary L. Horst, Director (410-386-2097)
Richard J. Soisson, Deputy Director

January 24, 2001

RECREATION AND PARKS POLICY STATEMENT #01-1

To: RECREATION AND PARKS STAFF
Subject: USE OF TOBACCO PRODUCTS AT RECREATION COUNCIL ACTIVITIES

1. Purpose

To establish guidelines with respect to the use of tobacco products during recreation council youth activities

2. Background

The recreation councils sponsor a wide variety of activities for the County's youth and have direct access to these youth through their many volunteers. Studies have shown that exposure to second hand smoke can have an adverse effect on an individual's health. Furthermore, there is concern that exposure to adults in positions of authority (such as coaches, program leaders, umpires, etc.) who use tobacco products is setting a bad example for the County's youth.

3. Action

In order to establish a uniform approach to addressing the issue of the use of tobacco products at recreation council sponsored youth activities, the following procedures are established:

- A. The use of tobacco products immediately before, during, or immediately after recreation council sponsored youth activities is prohibited within 50 yards of the playing field or program site
- B. This policy will be in effect at all recreation council sponsored youth programs *regardless of location* and includes (but is not limited to) school, county park, municipal park and private locations.
- C. It is not in any way the intention of the Department of Enterprise & Recreation Services to deter any potential volunteer from offering their services due to this policy. Further, we remain hopeful that all will cooperate and abide by this policy without confrontation or hardship displayed towards recreation council program leaders. Questions or concerns regarding this policy should be directed to the Department of Enterprise and Recreation Services at 410-386-2103.

4. Effective Date

This policy statement is effective immediately and will remain in effect until canceled or superceded.


Gary L. Horst, Director
Department of Enterprise & Recreation Services

The first of its kind in Maryland, Carroll County's tobacco-free policy attracted a flurry of mostly positive national media attention.

California Youth Soccer Association, Inc.
1249 Quarry Lane, Suite 140 • Pleasanton, CA 94566
Phone (510) 426-5437 • Facsimile (510) 426-9473

CYSA POLICY

Subject: Use of Tobacco Products

The Board recognizes that there is ample research demonstrating the health hazards of the use of tobacco products, including smoking and the breathing of secondhand smoke, and its responsibility to the players and participants to demonstrate and teach acceptable health principles. The California Youth Soccer Association Board of Directors, therefore in the best interest of the health and safety of the players, participants, and general public, directs the development of the following regulations:

The California Youth Soccer Association (CYSA) discourages tobacco use within 25 yards of any CYSA-affiliated activity involving youth players.

This policy shall be established to:

1. Further the goal of consistency among ongoing school and community programs to discourage children from using tobacco products;
2. Promote health and encourage players to adopt healthy lifestyles;
3. Reflect and emphasize the hazards of tobacco use;
4. Protect the health and safety of players, coaches, and the general public;
5. Eliminate the mixed messages that children receive through tobacco advertising and its association with sporting events; and
6. Generate respect among players for league authority, thereby improving discipline by virtue of its application to coaches, officials, players, and the general public.

Adopted: September 10, 1995

Revised: February 23, 1997

The California Youth Soccer Association uses this tobacco-free policy to educate players and spectators about the dangers of tobacco.

THE CITY OF NEWPORT

RESOLUTION

OF THE

COUNCIL

No.

WHEREAS, the City Council of the City of Newport recognizes that the use of tobacco constitutes a health hazard for those who use it and, in the case of smoking tobacco, for those who inhale the second-hand smoke; and

WHEREAS, many children are starting to smoke at an earlier age and the percentage of Newport children that smoke exceed the state's average; and

WHEREAS, the recent Adolescent Substance Abuse Survey which surveyed 995 children in the City of Newport reported that 52.9% (or 526) of the respondents smoke; and

WHEREAS, the use of tobacco at athletic and recreational events, attended by children, sends a negative message to children; and

WHEREAS, the recent Newport Substance Abuse Task Force has recommended a smoking ban at all Little League fields, playgrounds, and the Carousel at Easton's Beach, and a ban during youth activities at other recreational and athletic sites; and
NOW, THEREFORE, BE IT

RESOLVED: that the City Council of the City of Newport finds that it is essential to eliminate tobacco in any form at athletic and recreational facilities owned by the City of Newport during youth events.

THE CITY COUNCIL OF THE
THE CITY OF NEWPORT

IN COUNCIL
READ AND PASSED

Yvonne Smith
City Clerk



WHAT IS TOBACCO-FREE YOUTH RECREATION?

Tobacco-Free Youth Recreation (TFYR) is a statewide program of the Association for Nonsmokers--Minnesota (ANSR--MN). TFYR models tobacco-free lifestyles for young people involved in community based organized recreation programs that serve youth between the ages of 12 and 17. This is carried out by helping establish tobacco-free policies and Tobacco-Free Zones and by promoting positive health messages from recreation leaders, parents, and other teens.

WHAT ARE TOBACCO-FREE POLICIES AND TOBACCO-FREE ZONES?

Tobacco-free policies mean that people refrain from the use *and* possession of tobacco. Tobacco-Free Zones are entire recreation areas or facilities that have this policy. Those that must follow this policy include the young people who participate, parents, coaches, trainers, staff of organized recreation programs, and all others present at youth recreation events.

WHY IS IT IMPORTANT?

Most young people participate in organized out-of-school recreation activities where their favorite adults and teens—in other words, role models—are present. Recreation activities then become an important place where young people develop attitudes and make important lifestyle decisions. If tobacco use is subtly promoted by leaders using it on the sidelines or carrying it in their back pocket, anti-tobacco messages are drowned out by the “do as I say, not as I do” conflict. TFYR helps role models promote tobacco-free lifestyles, whether or not they use tobacco.

It is well known that tobacco is addictive and harmful to health and that youth should not start to use it. Most tobacco users are willing to refrain from using

tobacco in the interest of youth. Recreation activities that have a tobacco-free policy or take place in a Tobacco-Free Zone will not allow youth to start to use or even possess tobacco products, will model positive and healthy lifestyle decisions, and will send the message that adults care about youth’s health and want them to remain tobacco-free.

WHAT CAN WE DO?

Parents and Adult Leaders: Develop written policies that state clearly that young people and adults who participate in the program are expected to model a tobacco-free lifestyle by not using or carrying tobacco at practices, performances, competitions, or outings. Follow the policy at youth events and explain to children why the policy is important. Encourage the leaders of the recreation activities to enforce the policy.

Recreation Leaders/Coaches: Support tobacco-free policies by making sure that the activities’ rules are clear and by not using or carrying tobacco while you are “coach” or “teacher.” Explain to your members and their parents why this is important. Post clear “Tobacco-Free” signs at events and practices. If you do use tobacco products, be willing to talk with your members about your personal struggles to avoid tobacco use as a teen or adult. Smokers/chewers can give very powerful anti-tobacco messages, which are believable and helpful to young people, if the message is heartfelt.

Teens: You are a role model to family members, youth your own age, and youth younger than you even if you do not want to be a role model. If you use tobacco products, do not use them at public events or in front of youth younger than you. Do not offer tobacco products to other kids. Support tobacco-free policies by following the rules and telling your friends that it is important because younger kids are watching...and learning.

HOW COULD I GET MORE INFORMATION?

Recreation associations, youth groups, church groups, coaches, parents, and health organizations that would like more information may contact the Director of TFYR at:

Tobacco-Free Youth Recreation
Association for Nonsmokers—Minnesota
2395 University Avenue West, Suite 310
Saint Paul, Minnesota 55114

or 651-646-3005 by phone or through e-mail at ansrmn@ansrmn.org.

Minnesota's Tobacco-Free Youth Recreation offers this fact sheet to recreation programs across the state on how to develop "no use or possession" tobacco policies.